

Marketing and Publicity Plan for the target community

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Today's presentation

- **In developing a marketing and publicity plan for a program, the organization needs to understand the product, the audience, natural allies, and the budget.**
- **It is important to understand the message that the traditional adversaries present and position your campaign accordingly.**

The Product

- **What is your product?**
- **Any Competition?**
- **Does your community need your product?**
- **Will they buy it?**
- **Do you have a competitive edge?**
- **How will you use your competitive edge?**

The Service

- **Your competition provides your audience instant gratification.**
- **You are often a huge road block.**
- **Your services are free, your competition charges money.**
Presumption—you cannot deliver.
- **Your competition treats customers first, you don't.**

The Audience

- **What language do they speak?**
- **What is their economic, social, cultural, and literacy environment?**
- **Where do they get the information?**
- **How do they process the information?**
- **Is your audience a special needs audience?**

The Message

- **What is your message?**
- **Do you have the right message?**
- **Most probably this message is one of sacrifices, patience, etc. If so, do you have partners who can help your audience?**
- **You are not alone—have you looked nationwide for creative ideas?**

The Messenger

- **Is the messenger effective?**
- **When you ask your audience to be patient, can you provide them with long-term support?**
- **Is there a connection between the message and the messenger?**

The Medium

- **If you choose print, does your audience read? How would you tailor your writing for your audience?**
- **If you choose radio, what do they listen to?**
- **If you choose TV, will they watch?**
- **Does the message use the right medium in the right language?**

The Competition

- **What influences your audience?**
- **Where is this influence coming from?**
- **How frequently is message rendered?**
- **Examples:**
 - **Store front presence for pay day loans**
 - **Radio ads for buy now pay later**
 - **TV ads for refinance your home even if you have no credit or bad credit**

The Opportunity

- **Funding sources want an educated consumer.**
- **Internet makes research easier.**
- **Local Cable access is relatively easy.**
- **Talk shows are always terrific.**
- **Non-profits organize many outreach events.**
- **Partnerships are the key.**

The Challenge

- **Recognize that your message asks your audience to endure hardships.**
- **Recognize your funding limitations.**
- **Recognize that you cannot afford to let down your constituency yet again.**
- **If you undertake outreach, it must be consistent—even when the results are disappointing—you are being tested.**

The Cost

- **A monthly TV program on leased access of one hour can cost about \$6,000 to \$10,000 in rental alone—if you air live!**
- **Print advertising is expensive!**
- **Radio slots are all filled out!**
- **One-on-one is time and money intensive, but has the greatest potential.**

The Alternatives

- **Word-of-mouth advertising—offer a great product and a superior service.**
- **Press Conferences—free publicity.**
- **Public Service Announcements.**
- **Media coverage of your activities.**
- **Outreach events.**
- **Partnerships.**

Other Outreach

- **Write articles in many publications.**
- **Guest at many radio shows.**
- **Participate in community events.**
- **Utilize all free advertizing.**
- **Offer a great service and receive terrific referrals.**
- **Build strong partners.**

The MONEY!!!!!!

- **When detailing the project, must cover the following:**
 - **Outcomes**
 - **Measures**
 - **Inputs**
 - **Outputs**
 - **Costs**
- **Allocate 10% of the budget to outreach**

Contact Me

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A few DCRAC reference materials

- **LITC brochure—English and Spanish**
- **Money Matters! A handbook—English and Spanish. Each handbook can be purchased for \$10.00**
- **You and the IRS—In English and Spanish. Each handbook can be purchased for \$10.00**

DCRAC reference materials

- **Video tapes—on various Tax topics—in English. Each videotape can be purchased for \$10.00.**
- **Video tapes—on various money issues such as budget, banking, etc. Some available in Spanish as well. Each videotape can be purchased for \$10.00.**
- **Newsletters—bilingual—on www.dcrac.org**

DCRAC strengths

- **We know what our strategic partners offer.**
- **All our outreach includes promoting their products as well.**
- **Therefore, our partners promote us.**

DCRAC strengths

- **Our audience is diverse because of our strong partnerships.**
 - **Homeless shelters—lower income population**
 - **Community Colleges and ESL classes—ESL clients**
 - **Churches that host Spanish services as well—ESL clients**

DCRAC strengths

- **Programs are mission driven.**
- **Programs are unique—no competition from traditional partners, in fact, strong alliances with traditional partners.**
- **Strategic programs**
 - **Money Matters! since 1995**
 - **Television programs since 1999**
 - **Newsletters—folk send us their info.**

DCRAC strengths

- **Message and messenger compatibility**
 - **Money Matters! a boring topic, but the messengers are dynamic.**
 - **Television host—engaging personality**
 - **Television guests—very knowledgeable and dynamic personalities**
 - **Newsletters—now in response to the audience, interactive**

DCRAC strengths

- **We included outreach into our mission statement.**
- **This resulted in creation of a specific program internally.**
- **As a result, our budget was re-organized to ensure that outreach wasn't just an after-thought.**